

B-RAP news

Business RECYCLING Assistance Program

Waste Management Information for South Carolina Businesses

January 1, 2004

New GreenScapes program promotes environmentally beneficial landscaping

COLUMBIA, SC – GreenScapes, a program designed to broaden and enhance reduction, reuse and recycling of waste materials generated as part of large-scale landscaping operations, has been introduced by the U.S. Environmental Protection Agency (U.S. EPA).

As part of the U.S. EPA's Resource Conservation Challenge, GreenScapes will help preserve natural resources and prevent waste and pollution by encouraging companies, government agencies and other interested parties to incorporate cost-efficient and environmentally friendly solutions in landscaping applications. The program targets the 4 million miles of roadside landscaping as well as the revitalization of Brownfields and the beautification and maintenance of office complexes, retail centers, golf courses and public parks.

Goals of the new initiative include:

- Providing information about the cost savings that can be achieved from reducing material use and waste, from resource conservation and from the performance and durability of environmentally preferable products such as recycled-content and bio-based products;
- Educating land managers that environmentally friendly landscaping helps save water and energy, conserves landfill space and reduces greenhouse gas emissions;
- Publicizing case studies, success stories and technical assistance to lessen concerns regarding alternative practices and products; and
- Promoting market expansion and growth of recycled-content and bio-based products.

GreenScapes also will develop an awards program to recognize companies and other groups that achieve environmental excellence in reduction, reuse, recycling and rebuying for waste prevention and pollution prevention.

Similar to the U.S. EPA's WasteWise Program, GreenScapes will have two levels of participants – PARTNERS and ALLIES. PARTNERS are businesses and agencies that achieve actual pollution prevention results and ALLIES are supportive industry and government associations that will help promote GreenScapes' philosophies to their membership and others.

Visit www.epa.gov/greenscapes to learn more about GreenScapes or to become a participant.

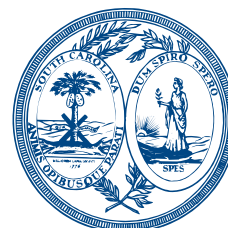


GreenScapes to be highlighted at CRA annual conference

Jean Schwab, program manager of GreenScapes, will be talking more about the new program as part of the Green Building Workshop on Monday, March 22 at the Carolina Recycling Association's (CRA) annual conference in Charlotte, NC. The workshop lasts from 2:30 until 5:30 p.m. and registration is \$25 payable to CRA. For more information, visit www.cra-recycle.org.



Office of Solid Waste Reduction and Recycling
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www.scdhec.gov/recycle



**S.C. Department of Commerce's
Recycling Market Development Advisory Council**

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